



Defense Logistics Agency



Innovators in Document Automation

***Navy RIC Meeting 30 October
2001***



Agenda



- **Introduction**
 - **Document Automation Solutions**
 - **Customer Relationship Management**



Business Segments



Traditional Document Solutions

- *Electronic Output*
- *Offset Printing*
- *Drawings/Microfilm/*
 - *Misc..*

Equipment Management Solutions

- **MFDs/CPC**
- **Shipboard Output of
Foldouts...Suitability**

***Document... Data...
Evaluation
Information... Decision-***

Document Automation Solutions

- *Document Conversion*
- *Digital Warehousing*
 - *Print-on
Demand*
 - *Web
Services*

Knowledge Management

- **Content
Management**



Document Automation Solution



Document Conversion Services for the 21st Century

- **Consultation/Program Management**

- ***DAPS*tech21***

- ✓ **Delivers Industry Leading Partnerships**

**Conversion
Services
Clearinghouse**

- **Full range of Conversion Services**

- ✓ **Multi-media to digital (PDF/IPDF, SGML, XML)**

- ✓ **Non-digital to digital**

- **Supporting Customer Demands for**

- ✓ **POD, Distributed Output and Web Presentation**



Sampling... Conversion & Web Hosting



<http://forms.daps.mil>

<http://www.gsa.gov>



www.dodssp.daps.dla.mil

<http://fedforms.daps.dla.mil>



<http://dodssp.daps.mil/adodssp.htm>

<http://tmpods.nebt.daps.mil>



<http://dodssp.daps.mil/assist.htm>

<http://neds.nebt.daps.mil>





DAPS Content Management Service



- **Extensive Market Research in FY01 (CAP-V, Gartner & Customer)**

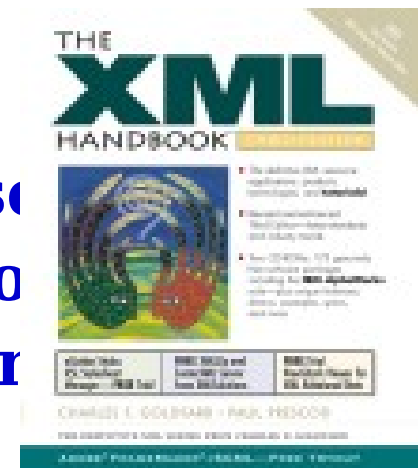
- **Records, Document & Content Mgmt Solution Suite (KM Foundations)**

- ✓ **Hosted Application Service (also Client)**

- ✓ **Selection of Vendor/Public Partners (DISA/DECC**

Mechanicsburg)

- ✓ **IBM Content Manager, Enterprise Information Portal, CommonStore Exchange Server and Lotus Domino Tarian eRecords Engine**



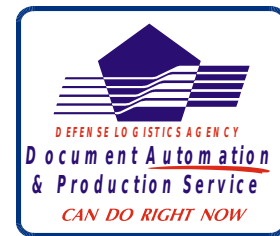


DAPS Content Management Service



- **Pilot Implementation within DAPS (Mid-Dec 01 - Mid-April 02)**
 - ✓ **Confirm Technical Performance Measures**
 - ✓ **“Tune” Services Delivery Process**
 - ✓ **Validate Pricing Model**
- **Concurrent Opportunity for Customer Pilot Implementation**
 - ✓ **Navy eBusiness Office expressed interest**
 - ✓ **Potential for “preferred” Services Agreement with 1-2 Initial customers**
- **Compliment NMCI Basic Software Solutions, SYSCOM TM Content Software Implementations and Leverage Navy ERP Investment**
 - ✓ **Recommend follow-up technical and process discussions**

CRM Program



HQ Corp Account Execs
National Account Execs

Office Level
Customer
Account
Representatives



Key
Accounts &
Consultation
Teams



It's All
About
the
Customer!



Customer
Loyalty is
a
Business
Objective

DAPS
Customer
Service
Reps



DAPS Customers
HQ, MAJCOM,
Base/Post/Station

Product Line
Program
Managers
(MFD/CPC,
Conversion,
Document Mgmt,
etc)



Customer
Acquisition
&
Retention

Multiple
Knowledge
Bases



94%
Customer
Satisfaction



Document
Management
Solutions



Region
Sales
Managers



The Value Proposition



■ **Business Advantage**

- ✓ **"Insiders"... Gov't to Gov't**
- ✓ **DAPS Makes Up-Front Systems Investment**
- ✓ **Practical Business Improvement Alternatives**
- ✓ **Convenient, Accessible, Easy to Use**
- ✓ **Streamlined Resources... Consolidate**

**Eliminate
Purchasing
Charges!!**

■ **Technical Advantages**

- ✓ **Infrastructure ... Click and Mortal World-wide**
- ✓ **Security...Certifications/Accreditations... NMCI**
- ✓ **Technology...**
 - ✓ **Conversion Experience**
 - ✓ **Systems Deployed and Operational**



Conclusion...



Navy's Challenge:

Drain the Navy's Non-Digital Technical Data Swamp Ensuring Quality Web Content for the IDE.

DAPS Understands the Challenge:

As DoD's single source for document automation and conversion services and products, DAPS remains a viable partner under its charter to support the Navy SYSCOMs' needs to convert technical data into intelligent and reusable information to be utilized in an integrated data environment.

Innovators in Document